



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

Shorr Johnson Magnus  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 51895

Schedule Dates 03/12/13-03/18/13  
Advertiser **MARKET FOR SENATE (3660)**  
Agency Shorr Johnson Magnus (2264)  
Product POLITICAL CANDIDATE (1051)  
Brand Ed Markey 3/12/13 - 3/18/13 (30324)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name D'Ettore, Michael  
Phone/Fax /  
CPE N/A  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

Date Entered 03/11/13  
Last Modified 03/11/13  
Entered By Krista Gordon  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$11,617.50  
Net Total \$65,832.50  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Mar. 2013 88 \$77,450.00  
Grand Total: 88 \$77,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	7A- Today Show	2	2	2	2	2	2			8	\$1,100.00	\$8,800.00	WHDH Boston (WHDH)		3/11/13
2.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	7A- Today Show	2	2	2	2	2	2			2	\$1,100.00	\$2,200.00	WHDH Boston (WHDH)		3/11/13
3.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	6:30A- 7 News Today in New England	1	1	1	1	1	1			4	\$800.00	\$3,200.00	WHDH Boston (WHDH)		3/11/13
4.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	6:30A- 7 News Today in New England	1	1	1	1	1	1			1	\$800.00	\$800.00	WHDH Boston (WHDH)		3/11/13
5.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	8A- Today Show	2	2	2	2	2	2			8	\$1,100.00	\$8,800.00	WHDH Boston (WHDH)		3/11/13
6.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	8A- Today Show	2	2	2	2	2	2			2	\$1,100.00	\$2,200.00	WHDH Boston (WHDH)		3/11/13
7.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	6A- 7 News Today in New England	1	1	1	1	1	1			4	\$800.00	\$3,200.00	WHDH Boston (WHDH)		3/11/13
8.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	6A- 7 News Today in New England	1	1	1	1	1	1			1	\$800.00	\$800.00	WHDH Boston (WHDH)		3/11/13
9.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	12:30P- 7 News at Noon	1	1	1	1	1	1			4	\$400.00	\$1,600.00	WHDH Boston (WHDH)		3/11/13
10.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	12:30P- 7 News at Noon	1	1	1	1	1	1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		3/11/13
11.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	12P- 7 News at Noon	1	1	1	1	1	1			4	\$400.00	\$1,600.00	WHDH Boston (WHDH)		3/11/13

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name D'Etorre, Michael  
Phone/Fax /  
CPE N/A  
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Billing Type Standard  
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12.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	12P- 7 News at Noon	1	1	1	1	1	1			1	\$400.00	\$400.00	WHDH Boston (WHDH)		3/11/13
13.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	4P- 7 News at 4	1	1	1	1	1	1			4	\$500.00	\$2,000.00	WHDH Boston (WHDH)		3/11/13
14.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	4P- 7 News at 4	1	1	1	1	1	1			1	\$500.00	\$500.00	WHDH Boston (WHDH)		3/11/13
15.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	4:30P- 7 News at 4	1	1	1	1	1	1			4	\$600.00	\$2,400.00	WHDH Boston (WHDH)		3/11/13
16.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	4:30P- 7 News at 4	1	1	1	1	1	1			1	\$600.00	\$600.00	WHDH Boston (WHDH)		3/11/13
17.0	Normal Line / SPOT	03/17/13-03/17/13	1	:30	6P- 7 News at 6	1							X	1	\$1,100.00	\$1,100.00	WHDH Boston (WHDH)		3/11/13
18.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	5:58P- 7 News at 6	1	1	1	1	1	1			4	\$1,100.00	\$4,400.00	WHDH Boston (WHDH)		3/11/13
19.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	5:58P- 7 News at 6	1	1	1	1	1	1			1	\$1,100.00	\$1,100.00	WHDH Boston (WHDH)		3/11/13
20.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	4:59P- 7 News at 5	1	1	1	1	1	1			4	\$800.00	\$3,200.00	WHDH Boston (WHDH)		3/11/13
21.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	4:59P- 7 News at 5	1	1	1	1	1	1			1	\$800.00	\$800.00	WHDH Boston (WHDH)		3/11/13
22.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	5:29P- 7 News at 5	1	1	1	1	1	1			4	\$850.00	\$3,400.00	WHDH Boston (WHDH)		3/11/13
23.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	5:29P- 7 News at 5	1	1	1	1	1	1			1	\$850.00	\$850.00	WHDH Boston (WHDH)		3/11/13
24.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	6:58P- 7:28P (ET)	1	1	1	1	1	1			4	\$1,000.00	\$4,000.00	WHDH Boston (WHDH)		3/11/13
25.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	6:58P- 7:28P (ET)	1	1	1	1	1	1			1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		3/11/13

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**Sales Office** WHDH  
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**Phone/Fax** /  
**CPE** N/A  
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**Billing Type** Standard  
**Comments**

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**Commission %** 15.00  
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**By Broadcast Month**  
Mar. 2013  
**Spots** 88  
**Rate** \$77,450.00  
**Grand Total:** \$77,450.00

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26.0	Normal Line / SPOT	03/16/13-03/16/13	1	:30	10:58P- 7 News at 11 PM	1						X		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		3/11/13
27.0	Normal Line / SPOT	03/17/13-03/17/13	1	:30	11P- 7 News at 11 PM	1						X		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		3/11/13
28.0	Normal Line / SPOT	03/12/13-03/15/13	1	:30	10:58P- 7 News at 11 PM	1	1	1	1	1	1			4	\$1,800.00	\$7,200.00	WHDH Boston (WHDH)		3/11/13
29.0	Normal Line / SPOT	03/18/13-03/18/13	1	:30	10:58P- 7 News at 11 PM	1	1	1	1	1	1			1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		3/11/13
30.0	Normal Line / SPOT	03/17/13-03/17/13	1	:30	7:30A- 7 NEWS TODAY IN NEW ENGLAND 730A SUN	2						X		2	\$250.00	\$500.00	WHDH Boston (WHDH)		3/11/13
31.0	Normal Line / SPOT	03/16/13-03/16/13	1	:30	8A- 7 News Today in New England-Sat	2						X		2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		3/11/13
32.0	Normal Line / SPOT	03/17/13-03/17/13	1	:30	7:57A- TODAY SHOW-SUNDAY	2						X		2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		3/11/13
33.0	Normal Line / SPOT	03/16/13-03/16/13	1	:30	6:57A- Today Show Weekend	2						X		2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		3/11/13
34.0	Normal Line / SPOT	03/16/13-03/16/13	1	:30	5:58A- 7 News Today in New England	2						X		2	\$250.00	\$500.00	WHDH Boston (WHDH)		3/11/13

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